

AMENDMENTS TO THE SPECIFICATON

Please replace the paragraph beginning on page 2 line 1, with the following rewritten paragraph:

[0003] As an approach to solve the problem, a method and a device of automatically recommend a program (content) which fits a user's preference has been proposed.

[Patent Document 1] Japanese Patent Laid-Open Publication No. 9-83891

[Non-Patent Document 1] Hiroshi Kutsumi, et al., "Development of a User Adaptive Home Page Recommendation Software, 'Web Navigator'", the IEICE transactions (D-II), Vol. J84-D-II, No. 6, pp. 1149-1157, June, 2001

For example, Patent Document 1 describes a method of automatically learning a user's preference based on a history of viewing television broadcasts, and based on the result of the learning, and presenting recommended programs assigned with precedences to the user. Non-Patent Document 1 ~~Patent Document 2~~ describes a method of automatically learning a user's preference and recommending a web site which fits the user's preference.

Please replace the paragraph beginning on page 12, line 2, with the following rewritten paragraph:

[0030] In the conventional recommended program presentation device 91, a data structure illustrated in FIG. 23 is used. In FIG. 23, an exemplary profile 95 stored in the profile management section 6 and exemplary content attributes 98 extracted in the reception section 11 are illustrated. The profile 95 includes data 96 which is in the form of a table indicating a score for each genre and data 97 which is in the form of a table indicating a score for each performer. In the data 96 and 97, items which fit a user's preference are assigned with higher scores. The content attributes 98 include the attribute names and the attribute values of five content attributes (a broadcast channel, a date, a title, a genre, and a performer) for one program.

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[Non-Patent Document 1] Hiroshi Kutsumi, et al., "Development of a User Adaptive Home Page Recommendation Software, "Web Navigator" ", the IEICE transactions (D-II), Vol. J84-D-II, No. 6, pp. 1149-1157, June, 2001

Please delete the title on page 12, line 21

~~DISCLOSURE OF THE INVENTION~~

Please replace the title on page 16, line 15 with the following rewritten title:

~~SOLUTION TO THE PROBLEM~~SUMMARY OF THE INVENTION

Please replace the paragraph beginning on page 16, line 16, with the following rewritten paragraph:

[0038] To ~~achieve~~address the above ~~objects~~problems, the present invention has the following aspects. Note that an "n-th aspect" described below corresponds to the "n-th embodiment" described below.

Please delete the title on page 18, line 20:

~~EFFECT OF THE INVENTION~~

Please replace the title on page 26, line 1, with the following rewritten title:

~~BEST MODE FOR CARRYING OUT~~DETAILED DESCRIPTION OF THE INVENTION

Please replace the paragraph beginning on page 78, line 1, with the following rewritten paragraph:

[0187] (Step S608) When the program selected in step 5603 belongs to a specific genre, the control of the recommended program notification device goes to step 5609, and when otherwise, the control of the recommended program notification device goes to

step 5610. In this step, the UI control section 3 inquires of the recommendation process section 2 whether or not the recommendation reason for the program selected in step S603 is that the program belongs to a specific genre. When the result of the inquiry is positive, the recommendation process section 2 returns the inquiry result to which information for identifying the ~~performer~~ genre is attached.

Please delete the title on page 81, line 5:

~~INDUSTRIAL APPLICABILITY~~